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SUBJ: MEDIA COVERAGE OF BREZHNEV VISIT

1. SOVIET MEDIA CONTINUED DETAILED AND ENTHUSIASTIC COVERAGE OF CLOSING PHASES OF BREZHNEV VISIT OVER THE WEEKEND. TV NEWS PROGRAMMING GAVE HEAVY COVERAGE TO SAN CLEMENTE STAY, OFFICIAL ACTIVITIES, AND HIGHLY FAVORABLE INTERNATIONAL AND SOVIET REACTION TO VISIT. SAN CLEMENTE DEPARTURE CEREMONIES AND SPEECHES OF BREZHNEV AND PRESIDENT SHOWN LIVE IN ENTIRETY. FULL BREZHNEV TV ADDRESS SHOWN EVENING OF JUNE 24 WAS REPEATED ALONG WITH DEPARTUE CEREMONIES ON MORNING OF JUNE 25. RADION COVERAGE PARALLELS RV IN INTENSITY AND FORMAT.

2. IMPROVING US- SOVIET RELATIONS ALSO REFLECTED IN REGULAR PROGRAMMING. US TV SERIES " DAKHTARI" IS NOW REGULAR REATURE OF MORNING TELEVISION, VAN CLIBURN SPECIAL SCHEDULED FOR AFTERNOON OF JUNE 25. US SKYLAB PROGRAM ALSO ENJOYING PRAISE FROM SOVIET MEDIA, INCLUDING NEWS INTERVIEW WITH SOVIET COSMONAUT EVEING OF 22 JUNE WHO DESCRIBED ACHIEVEMENTS OF SKYLAB ASTRONAUTS AS " MIRACULOUS."

3. BOTH BROADCAST AND PRESS MEDIA CONTINUE TO POLISH BREZHNEV IMAGE. PRESS CONTINUES TO QUOTE LAUDOATORY FOREIGN REACTION TO BREZHNEV. TASS REPORT IN IZVESTIYA OF JUNE 23 CITES CHRISTIAN SCIENCE MONITOR ASSESSMENT OF BREZHNEV AS OCCUPYING " TRULY UNCLASSIFIED

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DOMINATING POSITION," WHILE SENATOR PERCY QUOTED AS COMMENTING HE IS " STRONG, INVENTIVE, AND SENSITIVE POLITICIAN." TV GIVING SOVIET VIEWER RARE GLIMPSE OF RELAXED, INFORMAL, AND EVEN JOCULAR BREZHNEV, SUCH AS SCENE OF BREZHNEV BEING RAISED OFF THE GROUND IN A BEAR HUG BY HOLLYWOOD ACTOR CHUCK CONNORS. CXMIV PRAVDA AND IZVESTIYA CONTINUE TO TURN OVER ALMOST ALL OF FIRST TWO PAGES TO VISIT. OTHER CENTRAL AND PROVINCIAL PAPERS FOLLOWING SUIT. JUNE 22 PRAVDA VOSTOKA GIVES HALF OF PAGE ONE TO VISIT. KRASNAYA ZVEZDA EVEN BEGINNING TO ADD ITS OWN COVERAGE M EDITION OF 22 JUNE HAS ALMOST HALF PAGE ARTICLE BY COL.- ENGINEER M. REBROV ON HOUSTON SPACE CENTER.

5. BASIC THEME OF BROADCAST AND CENTRAL PRESS REPORTING IS THE IMMUTABILITY OF LATEST DEVELOPMENTS IN BILATERAL RELATIONS. PRESS NOW ROUTINELY RESCRIBES US- SOVIET DEVELOPMENT AS HAVING PASSED A TURNING POINT. IZVESTIYA OF JUNE 23 CARRIES VERY PROMINENT BOLD PRINT QUOTE BY BREZHNEV ON FRONT PAGE MAKING POINT THAT PRESENT TRENDS NOT " SOME SORT OF TEMPORARY DEVELOPMENT, BUT A FIRM AND CONSIDERED COURSE."

6. TASS REPORT OF BREZHNEV OFF- THE- CUFF REMARKS AT COMMUNIQUE SIGNING JUNE 24 OMITTED HIS REFERENCE TO POSSIBLE RETURN VISIT BY PRESIDENT IN SIX OR EIGHT MONTHS, AS WELL AS HIS EXPRESSED HOPE THAT " MR. NIXON AND HIS GOVERNMENT WILL RECEIVE TREMENDOUS SUPPORT FROM ALL AMERICANS WHO SUPPORT POLICY OF FRIENDSHIP" ETC. WITH USSR.(WE NOTE THAT INTERPRETER SUKHODREV CHANGED LATTER POINT TO HOPE THAT PEACEFUL POLICIES PURSUED BY THE PRESIDENT AND HIS GOVERNMENT WILL BE SUPPORTED BY THE PEOPLE.)
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